

ABSTRACT

Method, procedure, algorithm, system, and computer program and computer
program product for improving and optimizing or attempting to optimize
performance of messaging campaigns, particularly to marketing campaigns in which
5 advertisements or other messages are distributed over an interactive measurable
medium such as the Internet. When message is an advertisement, campaign involves
a list of ad alternatives and a target customer population. Goal of message manager
or marketing manager is to allocate ad alternatives to customer population to
optimize business objectives such as maximizing the number of positive responses
10 received. This is achieved at least in part by segmenting customer population into
segments and then finding best allocation of ad alternatives for each segment. The
number of segments and grouping of a customer population changes at different
stages of the campaign. When the message is other than an advertisement, goal is to
allocate messages to optimize analogous business or campaign objectives, typically
15 measured by the number of successes or successful responses.

PA_1036110v1